

BERNALILLO COUNTY CHARTER COMMUNICATION APPROACH

SECTION 1: COMMUNICATION APPROACH

The Bernalillo County Charter communication approach will have both education and advocacy components. Although government efficiency is a hard sell, the more compelling message is local control of local government brings the County closer to the people.

The messaging will follow this simple outline:

- What is a County Charter?
- Why should you care?
- What should you do?

The County Charter is a complex topic. The challenge in messaging will be to simplify while providing compelling reasons to gain support.

SECTION 2: COMMUNICATION AUDIENCES & METHODS

Audience examples:

- Chambers of Commerce
- Civic Groups
- Good Government Organizations
- Neighborhood Organizations
- Business Leader Groups

Communication methods:

SPEAKERS BUREAU

The speaker's bureau will be divided into two areas: Education & Advocacy:

- Education sessions can be led by County staff. County staff can't do the "ask" around supporting the Charter.
- Advocacy sessions lead by community members (non-County paid employees) or elected officials would include education as well as the "ask" for a positive vote.

SOCIAL MEDIA

Social media is a powerful communication tool. This form of communication must be concise, interesting and designated to cause action.

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TALK SHOWS

Radio & TV talk shows are effective communication tools. Participants in the Speaker's Bureau will be able to reach an expanded audience through these opportunities.

PRINT MEDIA

There is an opportunity through the Albuquerque Journal and alternative newspapers to create interest in the Charter. Meetings with the Education Board, Op Ed articles and Letters to the Editor are all viable ways to get the word out.

COUNTY WEB PAGE

The County could establish a Charter page for access by anyone interested in the Charter Commission's actions.

SECTION 3: MESSAGE TIMING

Timing is everything. This needs to be a coordinated effort with the Bernalillo County Commission.

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